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# HOMEMAKERS' CHAT

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U. S. DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "Meat Counter in Review" Information from the Information Services, Production and Marketing Administration, U. S. Department of Agriculture.

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The meat counter has taken an about face since the war days...when the butcher stood behind a more or less empty counter...and shook his head negatively at his customers.

In fact the butcher is proud of his wares these days...and is ready with a "Forward March"...to pass them in review for Mrs. America.

One important thing is an increase in the general supply. Reduction in military requirements...and seasonal increase in livestock marketings...have brought the supply up considerably.

It's nearly 30 percent more than that allocated for the third quarter of 1945 ...and 28 percent more than the second quarter allocation.

The best news of all, perhaps, is that steaks are much in evidence. If you're one of those who likes steak and French fries...you can get them now in good supply. In fact, there's more beef now than there was this time last year.

There is also as much veal, mutton, and lamb as there was last year...and more than the butcher had earlier in 1945. Pork...is still a little short. You can have a pork chop or ham occasionally...but it will be next spring before pork really comes to market.

As for the cheaper cuts of meats...those utility cuts that contributed so much when America was at war...well, they've taken the back seat. You can still get some for those days when you want to economize on meat...but the supply won't be as great as it has been.

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Something else that is on the increase, however, is canned fish. And it's no "poor fish" either. There's all kind of good salmon...red, coho, steelhead, pink, and chum...Atlantic sea herring...Maine sardines...pilchards...Pacific mackerel... and flaked cod and haddock.

The whole supply of canned fish from the 1945 pack available to civilians amounts to nearly 400,000,000 pounds... as compared with 308,000,000 last year... and some 423,000,000 in 1942.

Turkeys, too, are beginning to strut in the butcher's review...and for the holiday seasons of 1945...they will be ready to take their place as an old American custom...on the Thanksgiving and Christmas dinner tables.

The supply will be plentiful...so you can put turkey down for your holiday menus now...without fear of a last-minute substitution.

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